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SEASON OF 1923 - 1924

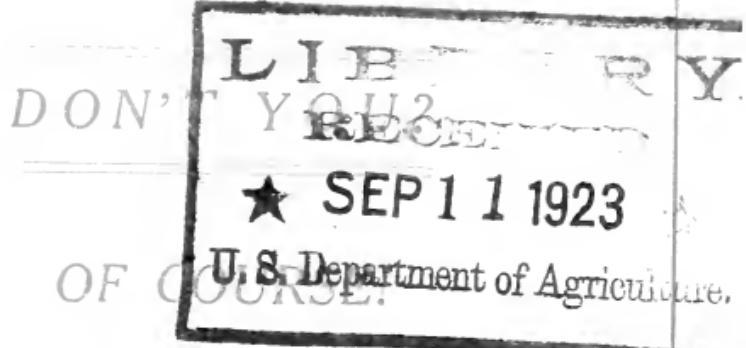
Oranges & grapefruits

" YOU PUT OUT

AN

**ORANGE OR GRAPEFRUIT
GROVE**

TO MAKE MONEY



Then **BY ALL MEANS** set out trees
which will produce fruit that will bring
the **HIGHEST MARKET PRICES**

We believe this little folder will serve to guide
you in the selection of trees that **MAKE MONEY**

WARTMANN NURSERY CO.

OCALA, FLORIDA

What We Mean When We Refer to Planting Trees That Will Make a Profit



We refer to the subject of profit producing trees because of the fact that it is, in our opinion, the most important point to consider in connection with setting out a grove. It will not cost any more money to set out good trees, cultivate and fertilize them, nor any more time and attention for general supervision, than it requires for trees of poor stock—but what a difference when the time comes to sell the fruit! The only possible source of profit from a grove comes through the price secured for the matured fruit, and if an inferior fruit is produced the prices received for it will be low, and in all probability no cash profit will come as a result of all the investment of time, effort and money.

The object of this small folder is to impress you with the fact that in securing trees from our Nursery, you are getting the best to be had—the kind of trees which will produce fruit that will bring you the very best market prices.

The Root System of Sour Orange Stock



All of our trees are budded on native or wild Sour Orange stock. This is the stock that grew wild in Florida for years, and has that important development of root system which carried these wonderful trees through the many

years preceding modern cultivation and fertilization. The top root grows deep; it also has strong lateral or brace roots, with an abundance of fibre or feeding roots. This perfect system of roots gathers in all the fertility afforded by the soil. It is also constructed so as to utilize the maximum from commercial fertilizers, because it is practically impossible for the plant fixed from the fertilizer to reach below the surface.

Too much importance cannot be given the matter of a proper root system. It enables the trees to all the better withstand cold or unusually dry weather & produces sturdy trees that can more easily withstand certain diseases peculiar to citrus trees. The Sour Orange root is also free of *Millichomia*, or foot rot, which is one of the strong points in its favor. In order to maintain this root healthy root system, every seed we plant is selected by hand. Not an imperfect or immature seed is used in our seed beds.

Here are a few valuable points in connection with your having fruit grown on trees budded on Sour Orange stock:

The fruit has a thinner, tougher and smoother skin.

The fruit will have a richer color, carry its juice better and remain on the trees longer.

Last, but not least, the root system of this Sour Orange stock enables you to grow your crop with a minimum quantity of fertilizer, which means an actual saving year after year.

Bud Selection



The root system is vastly important, but of equal importance is the selection of bud-wood. The hurried and careless selection of bud-wood by a Nurseryman can cause the ultimate loss of thousands of dollars to the individual who plants the grove. So please consider carefully what we have to say in this folder with reference to the sources from which we secure our bud-wood. Our experience has taught us that in order to produce a thrifty tree, it is necessary that only strong, healthy eye-buds be used in budding. To this important feature of bud selection, we give our most careful attention.

The bud-wood for our "Parson Brown" trees is secured from the finest bearing groves of the famous Lake Weir section, which introduced the Parson Brown orange to the world. The bud-wood for our "Pineapple" trees is from the well known Crosby-Wartmann grove at Citra. This is the grove in which this wonderful orange has reached its highest state of perfection. Fruit from this grove has not only sold for the highest market prices year after year, but also taken *the first prize at every state and county fair in which it has been exhibited.*

All the bud-wood for our other varieties, such as the Valencia Lates, Lue Gim Gongs, Navel, Kings, Dancy Tangerines, Satsumas, Grapefruit, etc., is selected with the same scrupulous care as the two varieties mentioned.

Let us impress upon you the fact that all of our bud-wood is taken from groves from which thousands of dollars have been made. And why are these profits possible? Because the *quality* of fruit is produced that brings those top market prices which must be had if *your* grove is to pay you a worth-while profit.

Clean, Vigorous Stock



Be sure the stock you buy is free of diseases and scale insects. Nothing will set young trees back as much, or retard the growth more than stock infested with scales or diseases. We guarantee that you will receive trees in A1 condition from these points of view.

Preparation of Trees for Shipment



Another important point in connection with securing young trees is having them come to you in the best of condition. All trees we ship are carefully put up in veneered boxes 24x24x66, securely bound with wire, and the roots packed in Sphagnum Moss and Wood Wool. The moss keeps the roots damp and the wool permits proper ventilation. This system insures delivery of trees in a condition that will enable them to make a quick growth from the day they are set out. Trees that are not so carefully packed for shipping may be seriously retarded in getting an initial foothold in the soil, which may require from one to two years to overcome.

In ordering trees from us, you may count absolutely upon proper preparation for shipping.

Our Claim



Now in reading this folder, it may occur to you that we claim too much for our trees from a standpoint of being profit producers. When this Nursery was started the uppermost object was to produce only trees that would give absolute satisfaction to the purchasers, and not one particle of time or expense has been spared to bring about this end.

INFORMATION BLANK

It is our desire to give personal and careful attention to every inquiry for trees. In order to make it possible to do this in the most efficient manner, we would be glad to have you fill out and return to us the following coupon.

Sending this will place you under no obligation whatever to give us an order, but will enable us to lay before you a very concise and practical proposition on the trees in which you are interested. Please remember that we will send this without cost to you or any obligation whatever. As we are now booking orders for next year's delivery, we would suggest that you do not lay this coupon aside, but send it in without delay, in order that you may secure the trees you desire for next year's planting.

How many trees do you contemplate putting out?

When do you expect to be ready to plant?

What variety do you wish to grow?

(Please list each variety and about the number o' acres.)

Do you already have a grove?

If so, how many acres?

Of what type soil is your land?

Name

Post Office

Write us of any special ideas you may have, or of any questions you may desire to ask.

WARTMANN NURSERY COMPANY

OGALA, FLORIDA

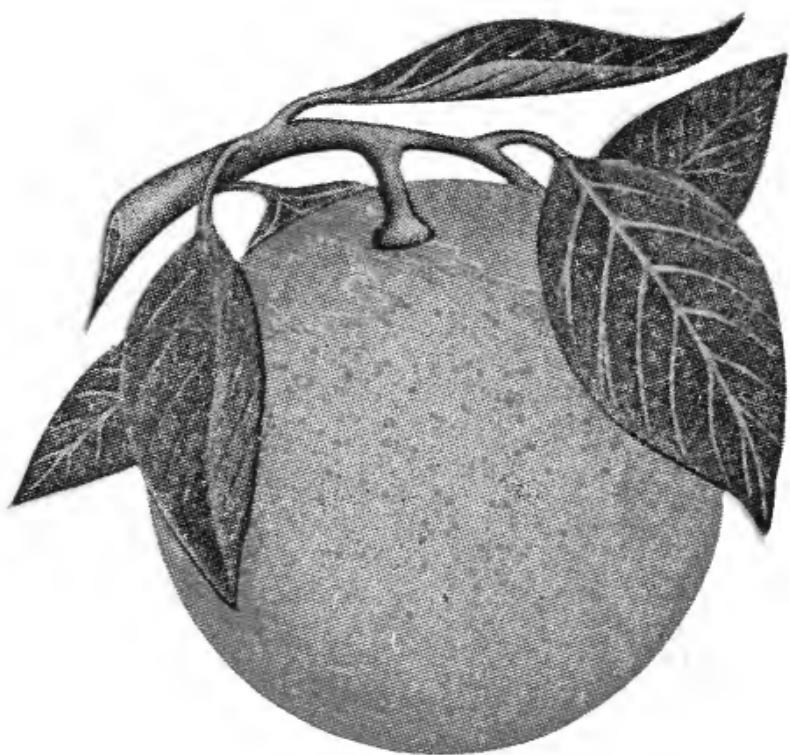
A Few Interesting Points Regarding the Origin of the Pineapple Orange



This most famous of all oranges originated within a few miles of Orange Lake, near Citra. The parent tree was bought by one of the former owners of the celebrated Crosby-Wartmann grove and the bud-wood grafted in the wild orange trees growing on it. The oranges from this grove are unsurpassed in color, smooth texture and shipping qualities. They are deep red in color, having a rich aroma similar to the Pineapple from which they get their name. During the past several seasons, fancy fruit dealers have bid as high as \$10.50 to \$14.25 per box in the auction rooms of New York City in order to obtain this fruit, proving conclusively its merit and popularity.



Grow Citrus Fruits for Profit



WARTMANN NURSERY CO.
OCALA, FLORIDA